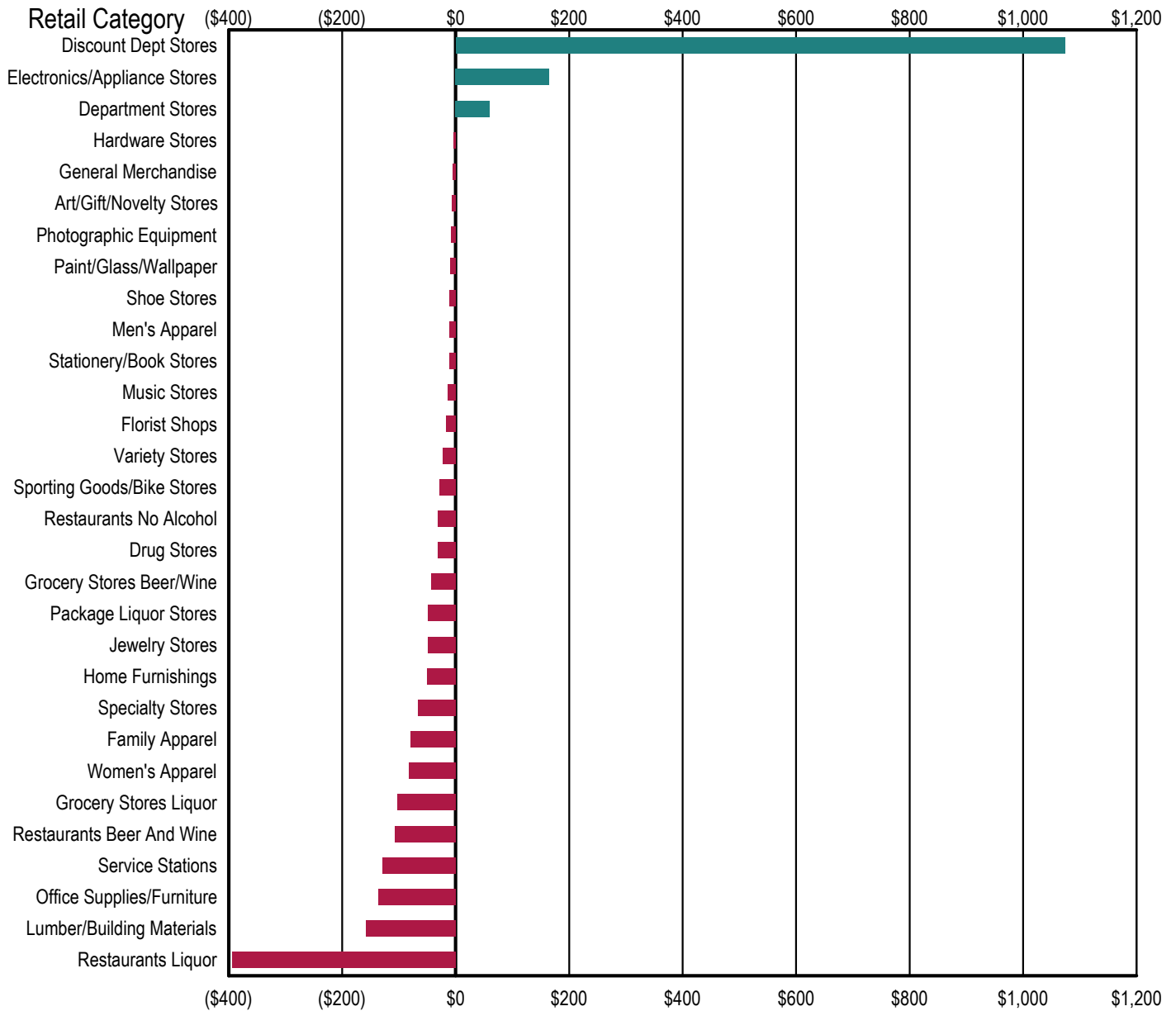


# CITY OF CHULA VISTA

PER CAPITA SALES TAX SURPLUS/GAP COMPARISON - 4 QUARTERS ENDING  
3Q 2012



The above graph compares **per capita** sales tax generated from targeted retail categories against countywide averages. A **retail surplus** suggests the community is capturing its local market for that category of goods plus attracting shoppers from outside the jurisdiction. A **retail gap** suggests the possibility that residents may have a greater demand for products in the specific category than is being satisfied by local businesses. The information is provided only as a **starting point** in identifying potential sources of sales tax loss and should not automatically be interpreted as an expansion or leveraging opportunity without more detailed analysis and assessment.

# CITY OF CHULA VISTA

## PER CAPITA SALES TAX SURPLUS/GAP COMPARISON - 4 QUARTERS ENDING 3Q 2012

Retail Category	Per Cap Sales Capture (+) or Gap (-)	Sales Tax Deviation	Typical Sales Per Sq Ft by Retail Type	Approx Sq Ft to Close Gap
Discount Dept Stores	\$1,074	\$2,677,789	\$475	n/a
Electronics/Appliance Stores	165	411,680	500	n/a
Department Stores	60	148,956	175	n/a
Hardware Stores	(4)	(10,948)	225	5,000
General Merchandise	(6)	(13,841)	100	14,000
Art/Gift/Novelty Stores	(7)	(17,008)	150	11,000
Photographic Equipment	(8)	(19,277)	Insufficient data	Insufficient data
Paint/Glass/Wallpaper	(9)	(22,195)	250	9,000
Shoe Stores	(11)	(27,856)	200	14,000
Men's Apparel	(11)	(28,454)	225	13,000
Stationery/Book Stores	(12)	(29,228)	200	15,000
Music Stores	(14)	(35,288)	200	18,000
Florist Shops	(16)	(40,724)	150	27,000
Variety Stores	(22)	(55,837)	100	56,000
Sporting Goods/Bike Stores	(28)	(70,450)	225	31,000
Restaurants No Alcohol	(31)	(76,535)	650	12,000
Drug Stores	(32)	(79,353)	350	23,000
Grocery Stores Beer/Wine	(43)	(106,835)	175	61,000
Package Liquor Stores	(48)	(120,676)	Insufficient data	Insufficient data
Jewelry Stores	(49)	(121,998)	500	24,000
Home Furnishings	(50)	(124,741)	175	71,000
Specialty Stores	(66)	(163,719)	175	94,000
Family Apparel	(79)	(197,810)	375	53,000
Women's Apparel	(83)	(207,212)	375	55,000
Grocery Stores Liquor	(103)	(256,614)	110	233,000
Restaurants Beer And Wine	(108)	(268,235)	575	47,000
Service Stations	(129)	(321,179)	n/a	n/a
Office Supplies/Furniture	(137)	(341,429)	225	152,000
Lumber/Building Materials	(158)	(394,173)	300	131,000
Restaurants Liquor	(393)	(980,595)	575	171,000

Average sales per square foot are based on HdL's overview of average statewide chain store sales. The square footage needed to close the gap is only on approximation and specific demand will vary with regional and local market conditions and individual retailers.